



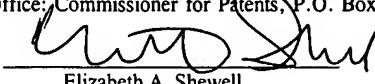
#12
W. Lawrence
11/20/04

PATENT

CERTIFICATE OF MAIL (37 CFR 1.8)

I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being submitted by First Class mail to the U.S. Patent and Trademark Office, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

Date: 19 September 2003


Elizabeth A. Shewell

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

SERIAL NUMBER 10/068,771	FILING DATE 05 FEBRUARY 2002	FIRST NAMED INVENTOR ELDERING	ATTY. DKT. NO. T742-10
TITLE TARGETED ADVERTISING IN ON DEMAND PROGRAMMING		ART UNIT 2611	EXAMINER Son P. Huynh

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

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SEP 25 2003

Technology Center 2600

INFORMATION DISCLOSURE STATEMENT

In accordance with the provisions of 37 C.F.R. §1.97, Applicants hereby wish to make of record the references listed on the accompanying PTO Form 1449 for consideration by the Examiner in the examination of the above-identified patent application. Copies of the patent documents are enclosed.

This Information Disclosure Statement is being submitted:

(1) within three (3) months of the filing date, entry into national phase in an international application or before the mailing date of the First Office Action; or

(2) after the period defined in (1) above but before the mailing date of a Final Rejection or Notice of Allowance, and

Certification is made below, or

The check, or authorization to charge deposit account no. 501535, in the amount of the fee set forth by 37 C.F.R. §1.17(p) is attached.

(3) after the mailing date of a Final Rejection or Notice of Allowance but before the payment of the Issue Fee, and

Applicant hereby Petitions the Commissioner to consider the attached references; Certification is made below and the fee is included.

Attached hereto is Form PTO-1449 listing documents believed to be relevant to the above-captioned application. It is respectfully requested that these documents be considered by the Examiner. The relevance of each non-English document will be discussed as follows:

REMARKS:

None

This disclosure statement should not be construed as a representation that a search has been made or that no other material information as defined in 37 C.F.R. § 1.56(a) exists.

It is believed that this disclosure complies with the requirements of 37 C.F.R. §§ 1.56, 1.97, and 1.98, and the Manual of Patent Examining Procedures § 609. If for some reason the Examiner considers otherwise, it is requested that the undersigned be contacted by telephone promptly so that any deficiency can be remedied.

Some of the documents may have markings thereon. No significance is intended to be attached to the markings.

The submission of these documents is not intended to be deemed an admission that they constitute analogous art.

CERTIFICATION

Applicant(s) certify that:

(1) Each item or reference was cited in a communication from a foreign patent office in a corresponding foreign application not more than three months prior to the filing date of the Statement; or

(2) No item or reference was cited in a communication from a foreign patent office in a corresponding foreign application or, to the knowledge of the Applicant(s), was not known more than three months prior to the filing of the Statement.

Respectfully submitted,



Douglas J. Ryder
Reg. No. 43,073

Date: 9/18/03

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300 North Broad Street
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Form PTO-1449
(REV. 8-83)

SEP 23 2003

U.S. DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICE

ATTY. DOCKET NO.

SERIAL NO.

T742-10

10/068,771

APPLICANT

ELDERING ET AL.

FILING DATE

GROUP

05 FEB 2002

2671

INFORMATION DISCLOSURE CITATION

(Use several sheets if necessary)

U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER							DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
	DA	0 9	2	0	4	8	8	8		Elderding, et al.			12-3-98
	DB	0 9	5	1	6	9	8	3		Elderding, et al.			3-1-00
	DC	0 9	5	9	1	5	7	7		Elderding, et al.			6-9-00
	DD	0 9	6	3	5	2	5	2		Elderding, et al.			8-9-00
	DE	0 9	8	5	7	2	5	6		Elderding, et al.			12-2-99
	DF	0 9	2	0	5	1	1	9		Elderding, et al.			12-3-98
	DG	0 9	5	1	6	3	1	4		Elderding, et al.		Technology Center 2600	3-1-00
	DH	0 9	4	5	2	8	9	3		Elderding, et al.			12-2-99
	DI	0 9	6	3	5	2	5	3		Elderding, et al.			8-9-00
	DJ	0 9	8	5	7	1	6	0		Elderding, et al.			12-2-99
	DK	0 9	6	3	5	2	5	3		Elderding, et al.			8-9-00
	DL	0 9	6	3	5	5	4	2		Elderding, et al.			8-10-00

FOREIGN PATENT DOCUMENTS

		DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

	DX	U.S. Patent Publication No. 2001-0049620A1 (PUBLISHED 12-01)
	DY	U.S. Patent Publication No. 2002-0083441A1 (PUBLISHED 6-02)
	DZ	U.S. Patent Publication No. 2002-0083444A1 (PUBLISHED 6-02)

EXAMINER	DATE CONSIDERED
EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.	

Form PTO-1449 (REV. 8-83)		U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE								ATTY. DOCKET NO. T742-10	SERIAL NO. 10/068,771		
INFORMATION DISCLOSURE CITATION <i>(Use several sheets if necessary)</i>										APPLICANT ELDERING ET AL.			
										FILING DATE 05 FEB 2002		GROUP 2671	

U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER								DATE	NAME		CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
	DM	0 9	7	1	2	7	9	0			Elderding, et al.				11-14-00
	DN	0 9	6	5	8	2	0	4			Elderding, et al.				9-8-00
	DO	6 0	2	3	8	0	5	9			Elderding, et al.				10-5-00
	DP	6 0	2	3	8	0	5	6			Elderding, et al.				10-5-00
	DQ	0 9	6	8	0	6	2	2			Elderding, et al.				10-6-00
	DR	6 0	2	6	0	9	4	5			Elderding, et al.	RECEIVED			1-11-01
	DS	6 0	2	6	3	0	9	5			Elderding, et al.	SEP 25 2003			1-19-01
	DT	6 0	2	7	8	6	1	2			Elderding, et al.	Technology Center 2000			3-26-01
	DU	6 0	2	8	1	0	3	7			Elderding, et al.				4-3-01
	DV	6 0	3	2	9	9	9	2			Elderding, et al.				10-17-01
	DW	0 9	8	0	7	8	8	7			Elderding				12-2-99
	AN	6	2	9	8	2	4	8	10-01		Elderding	455	561		

FOREIGN PATENT DOCUMENTS

		DOCUMENT NUMBER								DATE	COUNTRY		CLASS	SUBCLASS	TRANSLATION

OTHER DOCUMENTS *(Including Author, Title, Date, Pertinent Pages, Etc.)*

DAA	U.S. Patent Publication No. 2002-0083445A1 (Published 6-02)													
DBB	U.S. Patent Publication No. 2002-0083442A1 (Published 6-02)													
DCC	U.S. Patent Publication No. 2002-0083439A1 (Published 6-02)													

EXAMINER	DATE CONSIDERED													
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EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.



sheet 3 of 3

Form PTO-N-14 (REV. 8-83)	U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE								ATTY. DOCKET NO. T742-10 APPLICANT ELDERING ET AL. FILING DATE 05 FEB 2002	SERIAL NO. 10/068,771 GROUP 2671
	INFORMATION DISCLOSURE CITATION <i>(Use several sheets if necessary)</i>									

U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER								DATE	NAME		CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
	AO	6	2	1	6	1	2	9		4-01	Elderding		707	010	
	AP	6	4	5	7	0	1	0		9-02	Elderding, et al.		707	010	
	AQ	6	5	6	0	5	7	8		5-03	Elderding		705	014	

FOREIGN PATENT DOCUMENTS

		DOCUMENT NUMBER								DATE	COUNTRY		CLASS	SUBCLASS	TRANSLATION

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

	DDD	U.S. Patent Publication No. 2002-0056107A1 (Published 5-02)												
	DEE	U.S. Patent Publication No. 2001-0032333A1 (Published 10-01)												
	DFF	U.S. Patent Publication No. 2002-0129368A1 (Published 9-02)												
	DGG	U.S. Patent Publication No. 2002-0144262A1 (Published 10-02)												
	DHH	U.S. Patent Publication No. 2002-0123928A1 (Published 9-02)												
	EA	WIPO Publication WO 01/65453 (Published 9-01)												
	EB	WIPO Publication WO 00/33228 (Published 6-00)												
	EC	WIPO Publication WO 00/33233 (Published 6-00)												
	ED	WIPO Publication WO 01/65747 (Published 9-01)												
	EE	WIPO Publication WO 00/33160 (Published 11-00)												
	EF	PCT Application PCT/US01/25261 (filed 8-01) Now Expired												
	EG	PCT Application PCT/US01/31682 (filed 10-01) Now Expired												
	EH	PCT Application PCT/US01/27217 (filed 8-01)												

EXAMINER	DATE CONSIDERED
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